

2. (Amended) The method of claim 1, further comprising the steps of:  
    offering to a user an option of becoming an advertiser; and  
enabling, if the offer is accepted, a procedure within said user-managed data processing system by which the preselected advertisement is associated with the communication.
3. (Amended) The method of claim 1, wherein the advertisement is associated with at least one of software or hardware operable with the user-managed data processing system.
10. (Amended) The method of claim 2, wherein the advertisement is incorporated in setup software for one of software and hardware on said user-managed data processing system.
16. (Amended) The method of claim 1, wherein the user-managed data processing system is at least one of a computer and telephone.
20. (Amended) A method of transmitting an electronic communication including an advertisement from a user-managed data processing system associated with a sending party to a data processing system associated with a receiving party comprising the steps of:  
    locating a data file containing signature information on the data processing system associated with the sending party, said signature information being appended to electronic communications originating from the user-managed data processing system associated with the sending party;  
    modifying information stored within said signature file to include an advertisement;  
    transmitting an electronic communication using the user-managed data processing system associated with the sending party to the data processing system associated with the recipient, said electronic communication including said information stored within said signature file including said advertisement.